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## **Cushman & Wakefield hires McCarthy as marketing and communications director and Green as operations director**

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Boston, MA Cushman & Wakefield has hired Shannon McCarthy as marketing and communications director and Karl Green as operations director for the New England region. Both McCarthy and Green will aid in the strategic planning for the continued growth of the firm in these critical functions.

McCarthy is an industry veteran who joins Cushman & Wakefield from JLL where she spent eight years, most recently as vice president of marketing for the New England region, playing a pivotal role in developing and executing marketing strategies and campaigns as well as leading business development. Prior to JLL, she worked in various marketing roles at architecture and design firms. In her new role, McCarthy will oversee the region's strategic marketing plan and business development initiatives.

"Shannon's industry expertise, coupled with her knowledge of the Boston marketplace, makes her an invaluable addition to our team," said Carolyn Sidor, Managing Principal of Cushman & Wakefield's New England offices. "Not only does Shannon represent new talent for Cushman & Wakefield, but she is also the right talent to help support the growth of our regional business."

"I am excited for the opportunities this role presents," said McCarthy. "The energy and enthusiasm of the New England Cushman & Wakefield team is contagious. I look forward to contributing to Boston's growth trajectory."

Green joins Cushman & Wakefield from CBRE, where he served as regional business services manager on the Goldman Sachs account. Green implemented recruiting strategy and training programs for new employees, while also managing staff in 17 offices. He has 15 years of experience in staff relations, budgetary, marketing and systems management.

"Karl's arrival comes at an important time in our company's evolution" said Carolyn Sidor. "We have momentum and we're adding local talent to complement our existing team. Karl will be a key contributor to those efforts as we continue to advance our business plan."

"I'm excited to join Cushman & Wakefield. It has the energy of a startup with inspired professionals and a desire to get better every day," said Green. "It's great to be part of a passionate, agile and hardworking team of 180 professionals in New England."

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